School of Humanities

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I hereby declare that the short synopsis **"A Study of Awareness of Digital Media Literacy among the Secondary School Students in Prayagraj"** being submitted in partial fulfillment of the requirement for the degree of Doctor of Philosophy in Journalism and Mass Communication under school of humanities of U.P. Rajarshi Tandon Open University, Prayagraj during the academic year 2023-2024.

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A Study of Awareness of Digital Media Literacy among the Secondary School Students in Prayagraj.

SHORT SYNOPSIS

Submitted in partial fulfillment of the requirement of the degree of

DOCTOR OF PHILOSOPHY IN JOURNALISM AND MASS COMMUNICATION to
U.P. Rajarshi Tandon Open University, Prayagraj

by

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Under the Supervision
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ABSTRACT

This thesis is titled "A Study of Awareness of Digital Media Literacy among the Secondary School Students in Prayagraj". The "core objective" of this study is to find out the level of "awareness of digital media literacy among the selected secondary school students". Through different ways of study, the geographical location taken in this research is 'Prayagraj'. Both "qualitative and quantitative" methods of research methodology are used in this study. The "primary and secondary" approaches are selected for data collection. Data analysis will be done through graphs and statistics. This study will be concluded with the "analysis" of the research, and "suggestions" for further research will also be mentioned.

Keywords : Digital Media Literacy, Secondary School Students, Awareness, Education, Technology, Mass Communication, Online Platforms.

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Plagiarism Report

1.0 Introduction:

In today's world, digital media literacy holds immense significance. The vacuity of digital media platforms and the need to have digital media literacy is present in nearly every field, from hospitals to banking, from business to shopping promenades, from entertainment to education etc.; digital media literacy has come necessary. Digital media literacy is the capability to critically, effectively and responsibly access, use, understand and engage with Digital Media. The skills of using digital media enable individuals to navigate the vast ocean of digital content effectively, critically estimate information for credibility and applicability, and make informed opinions in this online environment. Also, digital media helps individuals to achieve their goals and aims fluently and efficiently. In substance, digital media literacy is not just a set of specialized skills; it is a tool that helps individuals come more apprehensive of what's going around them and also promotes innovation and creativity in today's interconnected world. Although digital media literacy is genuinely important but is it enough? According to study conducted and published by "Dattopant Thengadi National Board for Workers Education & Development (Ministry of Labour & Employment, Govt. of India)" "Only 38% of homes in India are digitally literate. In comparison with rural area where digital literacy is just 25%, Urban areas have higher digital literacy rate of around 61%. Households that comes from non-agricultural occupational background and does receive regular salaries have the highest percentage of digitally literate households at 53%.In contrast, people working in agricultural sector have the lowest level of digital literacy at 13%. Scheduled Tribes have the lowest level of overall digital literacy at the household level at 21%.In urban area, digital literacy is highest among regular employees at 73% and lowest among casual workers at 30%."

The above mentioned data was focused on the 'Digital Literacy in various households', In this study, the research will be focused only on the "secondary school students in Prayagraj" specifically from the "Central Board of Secondary Education (CBSE)" and

"State Board of Uttar Pradesh" which is operated and regulated by the "Indian Union Government" and the "State government" of Uttar Pradesh respectively. The reason behind taking "Secondary School Students" is that, *"In India, most of the 'secondary school students' are between 14 to 18 years old which is the age of physical, emotional, cognitive and social development, studying this age group may allow the researcher to not only understand the current scenario of the 'digital media literacy' but may also help for each student's long term growth."* According to the 'National Health Mission' (government of India) "people aged between 10 to 19 years are termed adolescents." Jean Piaget's theory of 'cognitive development' suggests that "adolescents enter the formal operational stage, which is characterized by abstract thinking and hypothetical reasoning. This stage enables adolescents to engage in more complex problem-solving and decision-making processes". This research will be based on the Knowledge Gap Theory by C. N. Olien, P. J. Tichenor, and G.A. Donohue (1970) which describes that *"people with high income and socio economic status acquires mass media information at higher rate than those with low income and socio economic status"* and Uses and Gratifications Theory by Katz and Blumler (1974) which describes *"why people use certain type of Media and what gratification do they get from using them."* The Idea of 'Digital Media' was first given by Vannevar Bush in his essay "As We May Think" in 1945. "He thought of a type of system that could help doctors, engineers, historians, and others store, analyze, and communicate information". "However, in mass communication, *"digital media is a type of communication media that comprises of text, graphics, audio, and video and many other components that are transmitted on the Internet."* "Digital media encompasses various components, including: Audio, Video, Interactive Content, Social Media, Software etc."

2.0 Literature Review:

Following are the given Literature Review studied for this research:

- Mittal, G. K. (2015). "A critical analysis on the impact of new media over youth" "in this research the researcher studied about how new media impacted the youth of India. The researcher is also tried to find out the problems and issues that the youngsters face due to the

exposure of new media. The researcher took survey and tried to discover various aspects of new media and try to understand how they use new media for satisfying their own needs. Researcher tried to understand how today's youth is habitual of new media in their day to day life and how new media have raised the level of information for the youth. The researcher also has described how new media has increased the level of connectivity and communication between youth and society."

- Pandit, P. (2018). "Impact of mass media on modernization and vocational preferences of senior secondary school students" "in this synopsis the researcher is trying to understand the impact of mass media use on modernization and vocational preferences of senior secondary school students and focused on three categories for taking data that is gender, stream and print media. In this synopsis the researcher focused on mass media that brings changes in secondary school students' believes and attitude in accordance with modernization and that is why the researcher took mass media to understand the current situation of modern youth and their vocational preferences. This study is limited to the Una and Kangra District of Himachal Pradesh."

- Egemen, H. (2018). "The Impact Technology Has Had on High School Education over the Years" "in this research the researcher focused on the impact of technology and education in areas and highlights the needs for enhanced digital literacy not only on the students but also on the teacher the researcher observed that there is not enough literacy among the teachers to handle the information and communication technology and how it should be presented in front of the students for educational purposes"

- Dutta, S. (2019). "Digital media literacy among adult users in Assam" "in this research the researcher examined the existing concepts of determined literacy along with the practices of adult users qualitatively in relation to the concept of digital media literacy, the researcher in this research also examined the construction factors that influence the use of digital media and associated practices by adult users in Assam. The researcher suggested that the concept of digital media literacy needs to be seen holistically, The researcher also suggested that The Digital media literacy is not just about knowing how to use technology. It is about having

digital media skills to compete in today's digital world. The researcher concluded with the suggestion that the government should focus on teaching both technical skills (like using computers and the internet) and cognitive skills (like thinking critically about information) to help people in these villages become digitally literate."

- J., Vanitha (2019). "A Study on the Impact of Electronic Media in Relation to Social Awareness among High School Students in Coimbatore District" "this piece of work is done to analyse the effect of electronic media on the social awareness among high school students in Coimbatore District. This study resulted that, Overall, 73 % of students belong to low level of social awareness, 27 % of students belong to moderate level of social awareness, Awareness of socialism among the selected high school students is zero. The highest level of social awareness is among the students whose age is '16 years' in comparison with other age group school students. Girl students are having high social awareness than the Boy students. Students studying in urban schools are having higher social awareness than those who study in rural schools. The study suggests that for the further studies different variables can be taken, the researcher took 302 students as samples for their study and suggested that more number of students can be taken for the further researches"

- Kumar & Nandedkar (2019). "A Study of Analyzing level of Media Literacy among Youth in India" "this study suggested that media literacy is the knowledge of media as a whole or all the components of Media whether using internet or not. This study was conducted to test the level of media literacy among the youngsters in India. This study concluded that, Media Literacy protects viewers from purposive messages trying to create misperception towards the matter. This study also concluded that, the level of media literacy among youths has significantly increased due to the access, awareness and technological change in media."

- Tiwari, S. (2021). "A study of social media literacy and cyber crime against the youth in Kumaon Garhwal regions of Uttarakhand" "in this study, the researcher is trying to understand the perception of youth in Uttarakhand about the social media literacy and the level of social

media literacy in youth of Uttarakhand, the researcher is also trying to understand the awareness level of youth in Uttarakhand about the cyber crimes on social media and what types of cyber crimes are being committed against the youth in Uttarakhand on social media. The researcher is also studying about how social media literacy can protect a youth against cybercrime"

- Bansal, C. & Mishra, P. K. (2021). "Digital Literacy of School Students in India: A Study" " this paper includes the study of digital literacy at the national level. The level of digital knowledge among the school students in India is what to be targeted. Ex post facto Methodology was used in this research. This study concluded that the current status of majority of student is good but none of them outperformed or done exceptionally well. Moreover, the performance of boys were different from one another, on the other hand girls performance was almost equal. This study was limited to the students of Central Board of Secondary Education (CBSE). This study was restricted to the students studying in class IX, X and XI. Data collection in this study was conducted by online survey."

- Dubey, J. P, Bhati Sneha (2022). "Media Literacy Among Students In India" "this study is based on finding out the current status and scenario of Media Literacy among students in India, The researcher in this study observed that youth who have access to the Internet spend more than two hours per day on the Internet, The researcher also suggested that to educate Indian youth government should sponsor workshops and training program at school and college levels. The researcher recommended that government agencies such as CBSE, NCERT, UGC, AICTE need to pay attention on media literacy and make it an important part of the curriculum. The researcher concluded that training to teachers and other professionals should be imparted so that they cultivate the same in students."

- Agrawal, B. (2023). "A Study on Attitude of Teachers towards Use of ICT and Online Teaching in Secondary Schools" "in this research the researcher tried to identify the attitude of teachers toward the use of information and communication technology and its implementation on the secondary school students. The researcher used various method such

as survey and observation method to figure out the conclusion for this thesis. The researcher found in their study that 80% of the teachers do not use ICT resources in teaching learning process. The researcher in this thesis suggested for the improvement of modern facility in rural schools provide infrastructure to the schools, motivate government teachers to use ICT etc. The researcher suggested to study. 'The effects of ICT attitudes on ICT acceptance among secondary school students and teachers in the same time' for further studies."

3.0 Description Broad Area:

3.1 Significance of Study: **"A study of awareness of digital media literacy among secondary school students in Prayagraj"** has various significances as given below:

1. **Social Impact:** "This study will have a positive impact on the students, which may lead them to actively participate in the digital factors affecting society, for example, the ability to recognize challenges hindering the development of digital media literacy and receiving an increased level of correct information related to their studies, which may inform students about various updates related to their career in the future."

2. **Technology-Friendly:** "In this digital era, students from certain areas still rely on traditional ways of learning. This study will help students understand the importance of digital media and technology and will also make them aware of the current trend in digital media."

3. **Critical Thinking:** "Learning about the awareness of digital media literacy among secondary school students will promote critical thinking skills. Digital media literacy may lead students to enhance the way they learn. Students will understand the difference between good and bad impact of digital media."

4. **Future Readiness:** "Assessing digital media literacy among the students will help them choose various other fields of technical professions other than the traditional ones. Digital

media literacy will help students to prepare themselves for upcoming challenges related to the digital media literacy that they might face in the future."

3.2 Statement of Problem:

"Digital Media Literacy" is an "important part of development" in every corner of the world especially in India, many initiatives has been started to increase digital media literacy and its uses among the people of India. For example, "Digital India initiative *which is a flagship program started by the "government of India" on July 1, 2015 to transform India into a digitally empowered society and knowledge economy."* The initiative 'achieved milestone' not only for the development of people but also for the development of economical growth. "In 2019 podcast called **ShikshaVani** was launched CBSE, An app available on the play store which comprises of audio content for various subjects of grades 9 to 12, in a timely, educative, lucid and seamless manner." "Many state governments" are also initiating various schemes and methods for the state board "secondary school student" for raising the 'awareness of digital media literacy among the students.' "All these big changes had created great impact on increasing the awareness of digital media literacy among the secondary school students including students in Prayagraj".This research aims to study the present level of infrastructure facilities available to the "secondary school students" along with their uses, access and to see whether any events and programs are being conducted by the schools for raising the awareness of digital media literacy among the secondary school students in Prayagraj or not. According to reports, *"Prayagraj has a significant high unemployment rate in India"*. Hence, the research is undertaken to on "A Study of Awareness of Digital Media Literacy among the Secondary School Students in Prayagraj."

3.3 Operational definitions:

"Operational definitions" for 'important terms in this study' are given as follows:

- "**Awareness**": "In the context of this study" *"The extent to which students possess knowledge and understanding of digital media literacy concepts, including the ability to recognize, analyze, and evaluate skill set, educational aspect and events and programs in school related to digital media literacy."*. However, In general, **"Dourish**

and Belloti (1992) have given one of the best-known definitions for awareness": *"awareness is an understanding of the activities of others, which provides a context for your own activity."*

- **"Digital Media"**: "According to Kaur and Marwaha (2016)" *"Digital Media includes media forms which are encoded in a 'machine-readable format' and include digitized content transmittable over computer network and Internet."*
- **"Digital Media Literacy":** "According to Cyberlitebooks.com", *"Digital media literacy is the ability to access, evaluate, create, and communicate information using digital technologies. It involves understanding the different types of digital media, such as text, images, audio, and video, and knowing how to use these media effectively and ethically."*
- **"Secondary School Students"**: "According to the Indian Education system", *"Secondary Schools Students comprises of students aged between 14 to 18 years that is from class 9 to 12."*
- **"Prayagraj"**: *"Refers to the geographical location of the study, specifically the areas within the city of Prayagraj which is located in the state of Uttar Pradesh, India."*

4.0 Objective of Study:

'Below are the given Objectives of this study':

1."To find out the adequacy of digital media infrastructure facilities available in the schools for the secondary school students in Prayagraj."

2."To find out the primary sources from which students acquire information in accordance with the digital media literacy."

3."To find out any existing challenges or barriers hindering the development of digital media literacy among the secondary school students in Prayagraj."

4."To find out the number of programs and events that are conducted annually in the schools for raising the awareness of digital media literacy among the secondary school students of Prayagraj."

5."To find out if there is any issues related to health that students are suffering due to digital media exposure."

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5.0 Research Methodology:

"This Research will be mix of both Qualitative and Quantitative Method (Mixed Methodology)." In this work the "researcher will collect data through primary method including survey, interview, checklist methodology and secondary data including archives, census, old data of recognized organization and other online available data." Sampling, will be done through "Stratified random sampling" method. For sample size, out of the total population from selected 04 tehsils that will we covered from each different cardinals directions. 12% will be taken.'

5.1 Data Analysis:

1. **Qualitative data Analysis:** "Researcher will do thematic analysis to identify patterns and themes for example-Analyzing Interviews, by using Observation method."
2. **Statistical Tools:** "Statistical Package for Social Sciences (SPSS)" "will be used as the tool for the Statistical analysis of the collected data. Self made tools may be used for this research as well as 'third party tools' for data collection may also be used in this research if and when required. 'MS Excel and Check list will also be used as a tool for measuring received data.' APA-7 style for referencing will be used in this study."
3. **Quantitative Data Analysis:** "The researcher will use statistical techniques to summarize overall Digital Media Literacy awareness levels."

5.2 Limitations :

- *"This study is only restricted to one district."*
- *"This thesis will only take students from CBSE and UP board."*
- *"This research is conducted only on the students studying in class IX, X, XI, XII."*

6.0 Expected Outcome:

"Following are the given expected outcome":

Sadhan Parul

1. **Adequate Infrastructure** -"There will be adequate digital media infrastructure facilities available in the schools for the secondary school students in Prayagraj."
2. **Source of information** -"Almost all the students will use same platform and source for acquiring information in accordance with digital media literacy."
3. **Financial Capability** –"Students living in rural areas will be able to access the Internet and students in urban areas are financially capable of buying enough data / Internet package for their studies."
4. **Awareness Programs**- "The schools will be conducting enough programs and events for raising awareness among the secondary school students of Prayagraj.
5. **Health related issues** -"Students will suffer some physical health related issues due to the exposure of digital media."

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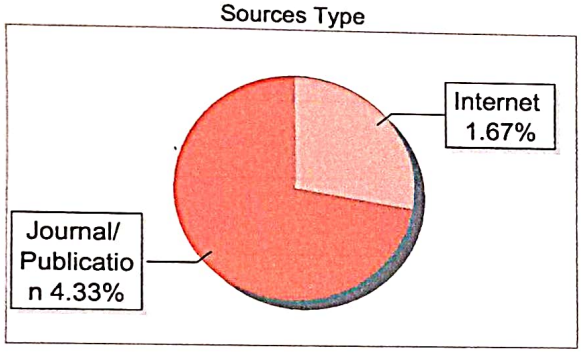

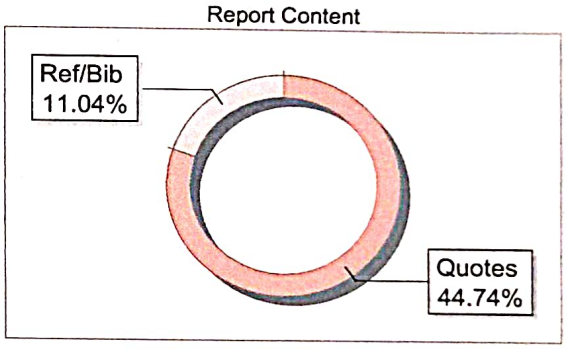

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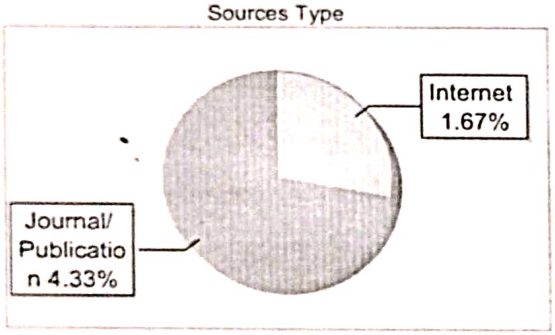

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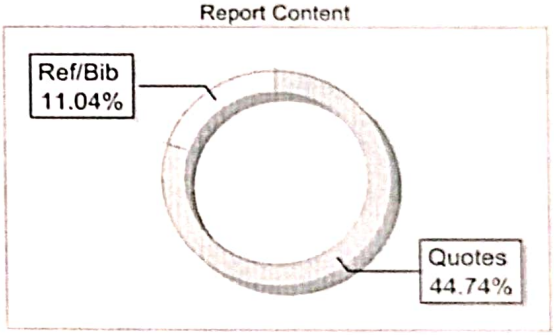

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A Study of Awareness of Digital Media Literacy among the Secondary School Students in Prayagraj.

SHORT SYNOPSIS

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This thesis is titled "A Study of Awareness of Digital Media Literacy among the Secondary School Students in Prayagraj". The core objective of this work is to find out the level of awareness of digital media literacy among the selected secondary school students. Through different ways of study, the geographical location taken in this research is Prayagraj. Both qualitative and quantitative methods of research methodology are used in this study. The primary and secondary approaches are selected for data collection. Data analysis will be completed through graphs and statistics. This study will be concluded with the analysis of the research, and suggestions for future study will also be mentioned.

Keywords : Digital Media Literacy, Secondary School Students, Awareness, Education, Technology, Mass Communication, Online Platforms.

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1.0 Introduction:

In today's world, digital media literacy holds immense significance. The vacuity of digital media platforms and the need to have digital media literacy is present in nearly every field, from hospitals to banking, from business to shopping promenades, from entertainment to education etc.; digital media literacy has come necessary. Digital media literacy is the capability to critically, effectively and responsibly access, use, understand and engage with Digital Media. The skills of using digital media enable individuals to navigate the vast ocean of digital content effectively, critically estimate information for credibility and applicability, and make informed opinions in this online environment. Also, digital media helps individuals to achieve their goals and aims fluently and efficiently. In substance, digital media literacy is not just a important skill; it is a tool that helps individuals come more apprehensive of what's going around them and also promotes innovation and creativity in today's interconnected world. Although digital media literacy is genuinely important but is it enough? According to study conducted and published by "Dattopant Thengadi National Board for Workers Education & Development (Ministry of Labour & Employment, Govt. of India)" "Only 38% of homes in India are digitally literate. In comparison with rural area where digital literacy is just 25%, Urban areas have higher digital literacy rate of around 61%. Households that comes from non-agricultural occupational background and does receive regular salaries have the highest percentage of digitally literate households at 53%.In contrast, people working in agricultural sector have the lowest level of digital literacy at 13%. Scheduled Tribes have the lowest level of overall digital literacy at the household level at 21%.In urban area, digital literacy is highest among regular employees at 73% and lowest among casual workers at 30%."

The above mentioned data was focused on the 'Digital Literacy in various households', In this study, the research will be focused only on the "secondary school students in Prayagraj" specifically from the "Central Board of Secondary Education (CBSE)" and

"State Board of Uttar Pradesh" which is operated and regulated by the "Indian Union Government" and the "State government" of Uttar Pradesh respectively. The reason behind taking "Secondary School Students" is that, *"In India, most of the 'secondary school students' are between 14 to 18 years old which is the age of physical, emotional, cognitive and social development, studying this age group may help the researcher to not only understand the current scenario of the 'digital media literacy' but may also help for each student's long term growth."* According to the 'National Health Mission' (government of India) "people aged between 10 to 19 years are termed adolescents." Jean Piaget's theory of 'cognitive development' suggests that "adolescents enter the formal operational stage, which is characterized by abstract thinking and hypothetical reasoning. This stage enables adolescents to engage in more complex problem-solving and decision-making processes". This research will be based on the Knowledge Gap Theory by C. N. Olien, P. J. Tichenor, and G.A. Donohue (1970) which describes that *"people with high income and socio economic status acquires mass media information at high rate in comparison with people with low income and socio economic status"* and Uses and Gratifications Theory by Katz and Blumler (1974) which describes *"why people use certain type of Media and what gratification do they get from using them."* The Idea of 'Digital Media' was first given by Vannevar Bush in his essay "As We May Think" in 1945. "He thought of a type of system that could help doctors, engineers, historians, and others store, analyze, and communicate information". "However, in mass communication, *"digital media is a type of communication media that comprises of text, graphics, audio, and video and others that are transmitted on the Internet."* "Digital media encompasses various components, including: Audio, Video, Interactive Content, Social Media, Software etc."

2.0 Literature Review:

Following are the given Literature Review studied for this research:

- Mittal, G. K. (2015). "A critical analysis on the impact of new media over youth" "in this research the researcher studied about how new media impacted the youth of India. The researcher is also tried to find out the problems and issues that the youngsters face due to the

exposure of new media. The researcher took survey and tried to discover various aspects of new media and try to understand how they use new media for satisfying their own needs. Researcher tried to understand how today's youth is habitual of new media in their day to day life and how new media have raised the level of information for the youth. The researcher also has described how new media has increased the level of connectivity and communication between youth and society."

- Pandit, P. (2018). "Impact of mass media on modernization and vocational preferences of senior secondary school students" "in this synopsis the researcher is trying to understand the impact of mass media use on modernization and vocational preferences of secondary school students and focused on three categories for taking data that is gender, stream and print media. In this synopsis the researcher focused on mass media that brings changes in secondary school students' believes and attitude in accordance with modernization and that is why the researcher took mass media to understand the current situation of modern youth and their vocational preferences. This study is limited to the Una and Kangra District of Himachal Pradesh."

- Egemen, H. (2018). "The Impact Technology Has Had on High School Education over the Years" "in this research the researcher focused on the impact of technology and education in areas and highlights the needs for enhanced digital literacy not only on the students but also on the teacher the researcher observed that there is not enough literacy among the teachers to handle the information and communication technology and how it should be presented in front of the students for educational purposes"

- Dutta, S. (2019). "Digital media literacy among adult users in Assam" "in this research the researcher examined the existing concepts of determined literacy along with the practices of adult users qualitatively in relation to the concept of digital media literacy, the researcher in this research also examined the construction factors that influence the use of digital media and associated practices by adult users in Assam. The researcher suggested that the concept of digital media literacy needs to be seen holistically, The researcher also suggested that The Digital media literacy is not just about knowing how to use technology. It is about having

digital media skills to compete in today's digital world. The researcher concluded with the suggestion that the government should focus on teaching both technical skills (like using computers and the internet) and cognitive skills (like thinking critically about information) to help people in these villages become digitally literate."

- J., Vanitha (2019). "A Study on the Impact of Electronic Media in Relation to Social Awareness among High School Students in Coimbatore District" "this piece of work is done to analyse the effect of electronic media on the social awareness among high school students in Coimbatore District. This study resulted that, Overall, 73 % of students belong to low level of social awareness, 27 % of students belong to moderate level of social awareness, Awareness of socialism among the selected high school students is zero. The highest level of social awareness is among the students whose age is '16 years' in comparison with other age group school students. Girl students are having high social awareness than the Boy students. Students studying in urban schools are having higher social awareness than those who study in rural schools. The study suggests that for the further studies different variables can be taken, the researcher took 302 students as samples for their study and suggested that more number of students can be taken for the further researches"

- Tiwari, S. (2021). "A study of social media literacy and cyber crime against the youth in Kumaon Garhwal regions of Uttarakhand" "in this study, the researcher is trying to understand the perception of youth in Uttarakhand about the social media literacy and the level of social media literacy in youth of Uttarakhand, the researcher is also trying to understand the awareness level of youth in Uttarakhand about the cyber crimes on social media and what types of cyber crimes are being committed against the youth in Uttarakhand on social media. The researcher is also studying about how social media literacy can protect a youth against cybercrime"

- Bansal, C. & Mishra, P. K. (2021). "Digital Literacy of School Students in India: A Study" " this paper includes the study of digital literacy at the national level. The level of digital

knowledge among the school students in India is what to be targeted. Ex post facto Methodology was used in this research. This study concluded that the current status of majority of student is good but none of them outperformed or done exceptionally well. Moreover, the performance of boys were different from one another, on the other hand girls performance was almost equal. This study was limited to the students of Central Board of Secondary Education (CBSE). This study was restricted to the students studying in class IX, X and XI. Data collection in this study was conducted by online survey."

- Dubey, J. P, Bhati Sneha (2022). "Media Literacy Among Students In India" "this study is based on finding out the current status and scenario of Media Literacy among students in India, The researcher in this study observed that youth who have access to the Internet spend more than two hours per day on the Internet, The researcher also suggested that to educate Indian youth government should sponsor workshops and training program at school and college levels. The researcher recommended that government agencies such as CBSE, NCERT, UGC, AICTE need to pay attention on media literacy and make it an important part of the curriculum. The researcher concluded that training to teachers and other professionals should be imparted so that they cultivate the same in students."

- Agrawal, B. (2023). "A Study on Attitude of Teachers towards Use of ICT and Online Teaching in Secondary Schools" "in this research the researcher tried to identify the attitude of teachers toward the use of information and communication technology and its implementation on the secondary school students. The researcher used various method such as survey and observation method to figure out the conclusion for this thesis. The researcher found in their study that 80% of the teachers do not use ICT resources in teaching learning process. The researcher in this thesis suggested for the improvement of modern facility in rural schools provide infrastructure to the schools, motivate government teachers to use ICT etc. The researcher suggested to study. 'The effects of ICT attitudes on ICT acceptance among secondary school students and teachers in the same time' for further studies."

3.0 Description Broad Area:

3.1 Significance of Study: **"A study of Awareness of Digital Media Literacy among Secondary School Students in Prayagraj"** has various significances as given below:

1. **Social Impact:** This study will have a better influence on the students, which may lead them to contribute through their digital media literacy affecting society, for example, the capability recognize challenges hindering the growth of digital media literacy and receiving an increased level of correct information related to their studies, which may inform students about various updates related to their career in the future.

2. **Technology-Friendly:** In this digital era, students from certain areas still rely on traditional ways of learning. This study will assist learners to know the importance of digital media and technology.

3. **Critical Thinking:** Learning about the awareness of Digital Media Literacy will promote critical thinking skills. Digital media literacy may lead students to increase the way they learn. Students will understand the difference between good and bad impact of digital media.

4. **Future Readiness:** Assessing Digital Media Literacy among the students will help them choose various other fields of technical professions other than the traditional ones.

3.2 Statement of Problem:

Digital Media Literacy is an important part of development in every corner of the world especially in India, many initiatives has been started to increase digital media literacy and its uses among the people of India. For example, "Digital India initiative *which is a flagship program started by the "government of India" on July 1, 2015 to transform India into a digitally empowered society and knowledge economy."* The initiative 'achieved milestone' not only for the development of people but also for the development of economical growth. "In 2019 podcast called **ShikshaVani** was launched CBSE, An app available on the play store which comprises of audio content for various

subjects of grades 9 to 12, in a timely, educative, lucid and seamless manner. Many state governments are also initiating various schemes and methods for the state board secondary school student for raising the awareness of digital media literacy among the students. All these big changes had created a significant impression on increasing the awareness of digital media literacy among the secondary school students including students in Prayagraj .This research aims to study the present level of infrastructure facilities available to the secondary school students along with their uses, access and to see whether any events and programs are being conducted by the schools for raising the awareness of digital media literacy among the secondary school students in Prayagraj or not. According to reports, *Prayagraj has a significant high unemployment rate in India.* Hence, the research is undertaken to on "A Study of Awareness of Digital Media Literacy among the Secondary School Students in Prayagraj."

3.3 Operational definitions:

- **Awareness**: In the context of this study *"The extent to which students possess knowledge and understanding of digital media literacy concepts, including the ability to recognize, analyze, and evaluate skill set, educational aspect and events and programs in school related to digital media literacy."*. However, In general, **Dourish and Belloti (1992) have given one of the best-known definitions for awareness:** *"awareness is an understanding of the activities of others, which provides a context for your own activity."*
- **Digital Media**: "According to Kaur and Marwaha (2016)" *"Digital Media includes media forms which are encoded in a 'machine-readable format' and include digitized content transmittable over computer network and Internet."*
- **Digital Media Literacy:** According to Cyberlitebooks.com, *"Digital media literacy is the ability to access, evaluate, create, and communicate information using digital technologies. It involves understanding the different types of digital media, such as text, images, audio, and video, and knowing how to use these media effectively and ethically."*

- **Secondary School Students**: According to the Indian Education system, *"Secondary Schools Students comprises of students aged between 14 to 18 years that is from class 9 to 12."*

4.0 Objective of Study:

Below are the given Objectives of this study:

1.To find out the adequacy of digital media infrastructure facilities available in the schools for the secondary school students in Prayagraj.

2.To find out the primary sources from which secondary school students acquire information in accordance with the digital media literacy.

3.To find out any existing challenges or barriers hindering the development of digital media literacy among the secondary school students in Prayagraj.

4.To find out the number of programs and events that are conducted annually in the schools for raising the awareness of digital media literacy among the secondary school students of Prayagraj.

5.To find out if there is any issues related to health that students are suffering due to digital media exposure.

5.0 Research Methodology:

This Research will be mix of both Qualitative and Quantitative Method (Mixed Methodology). In this work the primary and secondary data will be used.Sampling, will be done through "Stratified random sampling" method. For sample size, out of the total population from selected 04 tehsils that will we covered from each different cardinals directions. 12% will be taken.'

5.1 Data Analysis:

1. **Qualitative data Analysis:** Researcher will do thematic analysis to identify patterns and themes for example-Analyzing Interviews, by using Observation method.

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2. **Statistical Tools:** Statistical Package for Social Sciences (SPSS), will be used as the tool for the Statistical examination of the collected data. Self made tools and third party tools can be used if and when required. MS Excel and Check list will also be used as a tool for measuring received data. APA-7 style for referencing will be used in this study.
3. **Quantitative Data Analysis:** Statistical techniques to summarize overall Digital Media Literacy awareness levels can be used.

5.2 Limitations :

- *This study is only restricted to one district.*
- *This thesis will only take students from CBSE and UP board.*
- *This research is conducted only on the students studying in class IX, X, XI, XII.*

6.0 Expected Outcome:

"Following are the given expected outcome":

1. **Adequate Infrastructure** -There will be adequate digital media infrastructure facilities in schools available for the secondary school students in Prayagraj.
2. **Source of knowledge** -Almost all the students will use same platform and source for acquiring knowledge /information in accordance with digital media literacy.
3. **Financial Capability** – Students living in rural areas will be able to access the Internet and students in urban areas are financially capable of buying enough data / Internet package for their studies.
4. **Awareness Programs**- The schools will be conducting enough programs and events for raising awareness among the secondary school students of Prayagraj.
5. **Health related issues** -Students will suffer some physical health related issues due to the exposure of digital media.

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